

Town Website Committee Meeting
Tuesday, August 1, 2023
VIA ZOOM

Members present: Sue Frisch, Deborah Nelson, Kathryn Boughton, Avice Meehan

Alternates present: Jim Jasper

Call to Order - The meeting was called to order at 5:06 p.m.

Minutes - Kathryn Boughton made a motion to approve the minutes of June 6, 2023.

Deborah Nelson seconded the motion. Motion carried.

State of the Website - Newsletter statistics reported by Kathryn Boughton – subscribers increased to 413, open rate was the highest last month during the week of 7/21/23 at 87.4% and total clicks at 448. Readership reflects increased interest due to the recent flooding event and the news that First Selectman Riiska announced his candidacy for another term. Susan Caughman sent the Traffic Report for the town website showing increased views considering the new metrics introduced by Google. Photographs on the website are popular and will continue to be updated regularly. Budget update - only change was a salary payment. Jim will add a line of text to the box on the Home Page Facebook Feed to inform readers that the feed will be updated when new information is added.

Advisor Comments - A list of candidates available in the Town Clerk's office will be posted on the Town Website as soon as the ballot is prepared.

Additional Business, by 2/3 vote - Jim suggested some potential projects: image optimization and search engine optimization. Jim can prepare a tutorial for Town Website editors.

Public Comment - None.

Adjournment - The meeting was adjourned at 5:40 p.m.

Respectfully submitted,

Deborah M. Nelson
Secretary